

internet»
essentials
FROM COMCAST

Free Internet
Service

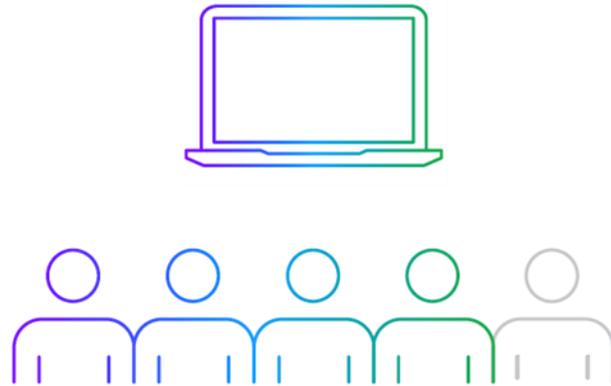
Affordable Connectivity
Program

Digital Equity & The Affordable Connectivity Program



OUR DEFINITION OF DIGITAL EQUITY

Empowering everyone across all communities with the skills, resources, and opportunities they need to participate and excel in an increasingly digital world.



The Digital Divide

Digital equity only starts with a connection.

In order to advance economic mobility, and open doors for the next generation of innovators, entrepreneurs, storytellers, and creators we must support broadband access, adoption, and investments in digital skills.

BY THE NUMBERS

 = 1 million people

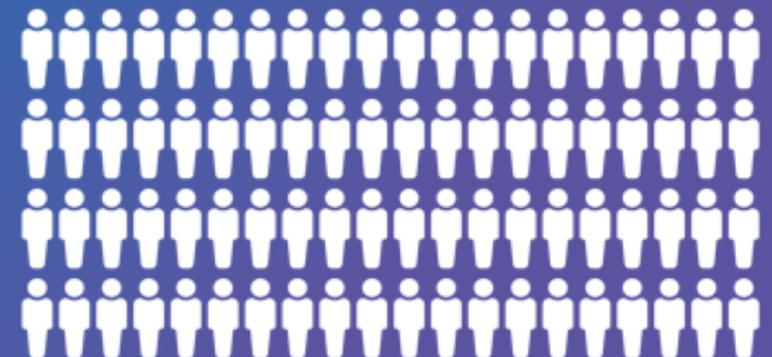
Fewer than **20 Million Americans** have no broadband access



Over **30 million** have broadband access but have not adopted



Nearly **80 million** have limited or no digital skills



[National Skills Coalition](#), in collaboration with the Federal Reserve Bank of Atlanta, released a report that highlights the digital skills gap:

92%

Of jobs available today require digital skills. Yet nearly 1/3 of U.S. workers lack opportunities to build these skills

23%

Average increase in earning potential for jobs that require one digital skill vs. no digital skills (~\$8K in annual income)

\$25K

Businesses can save per position by offering upskilling opportunities vs. cost of replacing a worker who departs



Digital Equity and Inclusion Terms

Digital Divide

- Refers to the gap between demographics and regions that have access to information and technology and those that don't or have restricted access.

Digital Equity

- Refers to whether people can access and effectively use the technology to participate in modern society.

Digital Inclusion

- Refers to efforts to remedy deficits in digital equity



Access to the internet...is the civil rights issue of the 21st century.

—THE HONORABLE JOHN LEWIS



Root Causes of the Digital Divide



Availability



Affordability



Digital Skills



Adoption

Other Considerations:

- **Awareness gaps:** Lack of knowledge of service options or benefits of getting online
- **Information gaps:** Confusion on eligibility and signup / installation process
- **Trust gaps:** Worried about hidden costs or reluctant to share personal data
- **Digital skills gaps:** Insufficient skills to understand and reap the benefits of getting online
- **Structural Limitations:** Complex Housing/Recent or Frequent Moves/Unmet language needs



The Digital Divide can impact the outcomes for groups and individuals that can prevent them from fully participating in society.

Partnerships to Advance Digital Equity



10 Years, 10 Million Americans Reached

Over the next 10 years, Comcast is committing \$1 billion to reach 50 million people from low-income families with the tools and resources they need to succeed in a digital world. We'll do this by connecting people to the Internet at home, equipping safe spaces with free WiFi and working with thousands of nonprofit community organizations, city leaders, and business partners to create opportunities, particularly in media, arts, technology, and entrepreneurship.



LOOKING FORWARD 10 YEARS

10
years

Over the last 10 years, Comcast has connected over **10 million people** from low-income families to low-cost, high-speed Internet at home.

\$1B

Comcast is committing \$1 billion to reach **50M** people with the connectivity, skills, training, and resources they need to be ready for anything.

25M
hours

In 2021 alone, WiFi connected Lift Zones across the country will enable students to complete over **25 million hours** of homework and remote learning.

150K
laptops

Over the course of the program, Comcast has provided low-income Americans with **150,000** free or affordable subsidized computers.

Partnerships to Advance Digital Equity



Our understanding of the drivers of the digital divide – along with our unmatched combination of local network infrastructure, local partner relationships, and proven commitment to investing in digital equity – uniquely position us as the ideal partner to reach digital equity goals.

Availability	Affordability	Adoption	Digital Skills
<ul style="list-style-type: none">• Rural Broadband Deployment Grants• Public Wi-Fi	<ul style="list-style-type: none">• Internet Essentials• Affordable Connectivity Program	<ul style="list-style-type: none">• Digital Navigator Partnerships• ACP Enrollment Campaign• Lift Zones	<ul style="list-style-type: none">• Basic Skills and Workforce Development Programs• Digital Training for Small Business

Best ACP Outreach Practices - Learned to Date



- **Identify Trusted Partners**

- Distribute flyers about ACP and participating ISPs.
- Arrange in-person sign-up events for residents with participating ISPs.
- Identify opportunities to incorporate ACP enrollment as part of wrap around support or intake strategy

- **Host sign-up events and provide education**

- Partners educate residents and encourage ACP enrollment prior to sign-up events.
- Engage **digital navigators** to assist with ACP enrollment
- If applicable, partner with local staff to provide rental agreements or other documentation on demand or in advance.

Digital Navigators



Digital Navigators assist community members to advance digital adoption (obtaining Internet/devices), usage (building digital skills like email), and comfort (staying safe, troubleshooting).



Who is a digital navigator?

- **Hired volunteers or staff** from:
 - Libraries
 - Social service agencies
 - Community-based orgs.
 - Philanthropies
- Leverages **support from community members** with local knowledge who have familiarity interacting with people, including helping non-native English speakers to overcome language barriers



How does a navigator program work?

The program **trains staff** to facilitate adoption

New users are assigned to a navigator who can provide services such as:

- **Structured training**
- On-demand **tech support**
- Access to **devices or network connectivity**
- Referral to helpful resources, including **digital tools and online services** (e.g., rent, food support, healthcare, education, employment support)



Why does it work?

- Continual, **one-on-one contact** with trusted community members ensures an **individual's needs will be met**
- The framework centralizes support to **identify and solve gaps** in digital understanding
- Program connects participants to **greater support ecosystem**

Federal Affordable Connectivity Program



- The Affordable Connectivity Program (ACP) was part of the 2021 **Infrastructure Investment and Jobs Act** passed by Congress. It replaced the **Emergency Broadband Benefit Program**, which was put in place as a temporary measure during the COVID pandemic.
- The ACP is an FCC benefit program that provides Up to \$30 per month toward one monthly Internet service for eligible households.
- To make broadband more affordable for low- and moderate-income households, Governor Hogan launched the **Maryland Emergency Broadband Benefit Subsidy Program** that provides up to \$15/month against a low-income household's internet service.



Federal Affordable Connectivity Program

Eligibility

A household is [eligible](#) for the ACP if the household income is at or below 200% of the Federal Poverty Guidelines; about \$27,000 for an individual or \$55,000 for a family of four or at least one of the following:

- Receives a Federal Pell Grant
- Can participate in a current providers low-income internet program
- Free and reduced-price school lunch
- SNAP
- Medicaid
- Federal Housing Assistance
- Supplemental Security Income
- WIC
- Veterans Pension or Survivor Benefits
- Lifeline
- Participates in assistance programs and lives on Qualifying Tribal Lands

Federal Affordable Connectivity Program Resources



To learn more about the program or to become a partner visit www.fcc.gov/acp

For application visit <https://affordableconnectivity.gov/>

If you have questions about any of the materials, please contact ACPinfo@fcc.gov

ACP Consumer Outreach Tool Kit

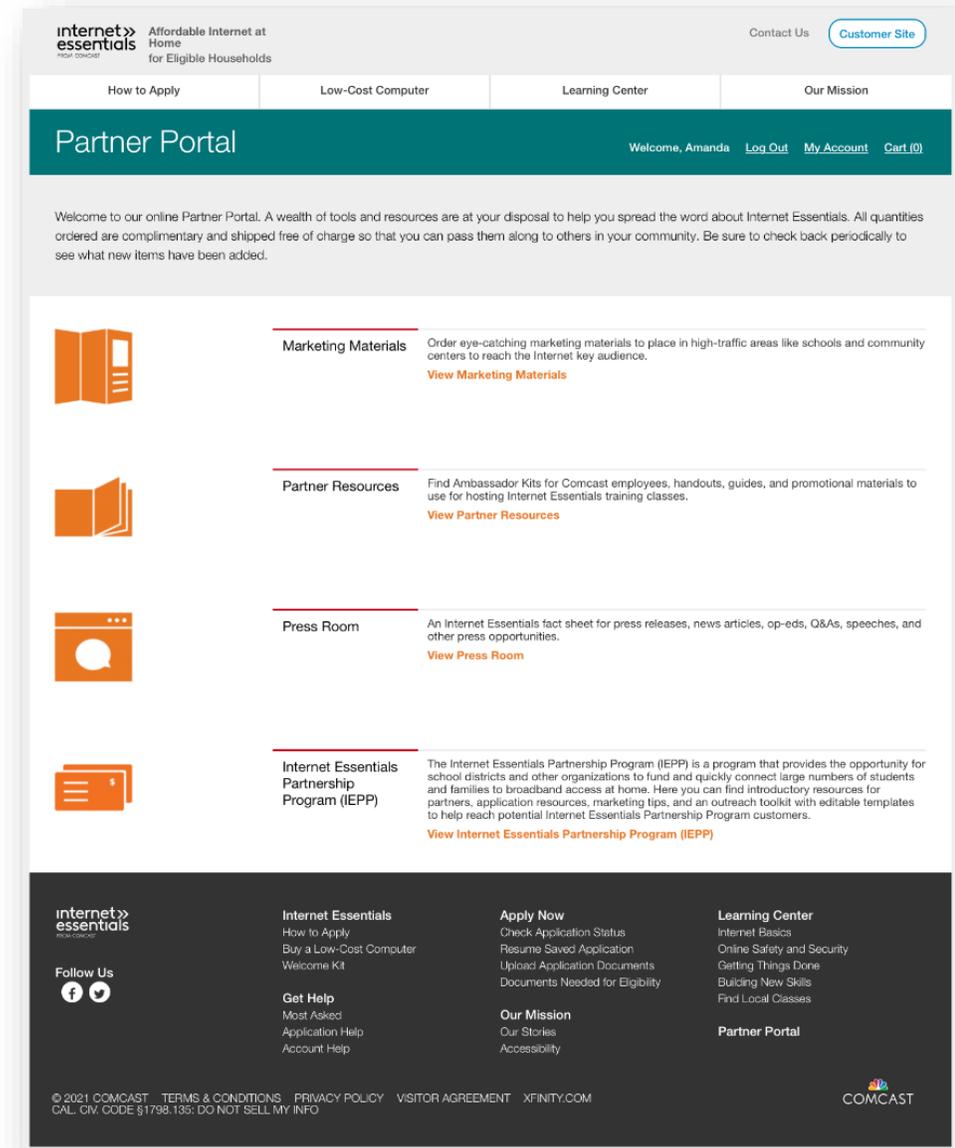
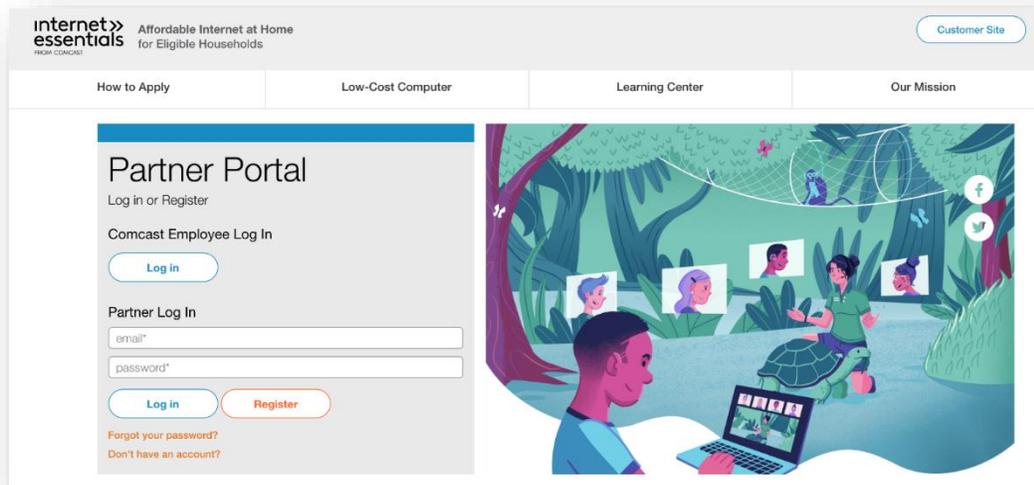
<https://www.fcc.gov/acp-consumer-outreach-toolkit>

This includes links, printable materials, videos, social media information to help organizations share and distribute information about the ACP Program.

Internet Essentials Partner Portal

The online Partner Portal hosts a wealth of tools and resources to help you spread the word about Internet Essentials. All quantities ordered are complimentary and shipped free of charge so that you can pass them along to others in your community.

- Visit InternetEssentials.com/partner
- Sign in to download or order printed copies of flyers, brochures, postcards, and more!



Sample Flyers



Get connected to FREE home Internet – and choose the speed that’s right for you!

Get Internet Essentials or Internet Essentials Plus for FREE when you qualify for the Affordable Connectivity Program (ACP).

ACP provides eligible households a credit of up to \$30/month towards Internet services.

Apply today if you’re eligible for programs like the Federal Pell Grant, National School Lunch Program, SNAP, Medicaid, housing assistance, and others.

<p>Internet Essentials</p> <p>\$9.95 = \$0 After benefit applied, tax extra Per Month + Tax</p> <ul style="list-style-type: none"> • Fast, reliable connection – up to 50 Mbps! • Best for up to 4 devices. • Download music and photos. • Light streaming. 	<p>or</p>	<p>Internet Essentials Plus</p> <p>\$29.95 = \$0 After benefit applied, tax extra Per Month + Tax</p> <ul style="list-style-type: none"> • Faster download speeds – up to 100 Mbps! • Best for up to 5 devices. • Make video calls and share files. • Stream and download shows.
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Getting started is easy with no activation fees and free equipment.



APPLY NOW >>

Visit InternetEssentials.com, call **1-855-846-8376**, or hold your phone’s camera over the code.

Standard data charges apply.

Restrictions apply. Not available in all areas. Limited to Internet Essentials (IE) residential customers 18 years of age or older meeting certain eligibility criteria. If a customer is determined to be ineligible for the IE program, regular rates will apply for the selected internet service. Subject to Internet Essentials program terms and conditions. Taxes, home drop-off, and professional install extra. Advertised price applies to a single outlet. Actual speeds vary and are not guaranteed. Factors affecting speed include congestion and network management. Affordable Connectivity Program: Only eligible households may enroll. Benefit is up to \$30/month (\$75/month Tribal lands). After the conclusion of the Affordable Connectivity Program, you'll be billed at Comcast's standard monthly rates, including any applicable taxes, fees, and equipment charges. Once you have successfully enrolled, you will see the Affordable Connectivity Program credit toward your internet service. For complete details visit xfinity.com/acp. ©2023 Comcast. All rights reserved.



Internet Essentials and Xfinity Mobile

Get Internet Essentials and one Xfinity Mobile Unlimited line with 5G together for only \$24.95/month when you qualify for the Affordable Connectivity Program (ACP).

Internet and Unlimited Mobile with 5G

\$24.95 /month + tax

After benefit applied.

The Affordable Connectivity Program provides eligible households a credit of up to \$30/month towards Internet and mobile services.

Apply today if you qualify for programs like the Federal Pell Grant, National School Lunch Program, SNAP, Medicaid, housing assistance, and others.



APPLY NOW >>

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Standard data charges apply.

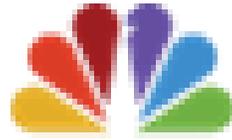
internet essentials
FROM COMCAST

- Fast, reliable connection – up to 50 Mbps!
- Work and learn from home.
- Make video calls and share files.
- No credit check, no term contract, and free equipment.

xfinity mobile

- Get nationwide 5G included at no extra cost!
- Choose from the latest phones or bring your own.
- Stream movies and more.
- HD-quality resolution for video streaming.

Then add Xfinity Mobile by visiting www.xfinity.com/mobile.



COMCAST

Thank You

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